

IVY NETWORK

MARKET INTERVIEW SURVEY QUESTIONNAIRE

Instructions to Respondent: (Read to him) "This poll concerns certain habits, attitudes, and preferences of yours toward products and toward radio and other media. Your name will not be included, so answer all the questions as thoroughly and honestly as you can. If there is a question you really can't answer, indicate this to me."

Respondent is Male____(1) Female____(2)
(Questions preceded by * are to be omitted in case of female)

1. What class are you in?

Freshman____(1) Sophomore____(2) Junior____(3)

Senior____(4) Graduate Student____(5)

2. What is your age?

16-17____(1) 18-19____(2) 20-21____(3)

22 or more____(4)

3. What state do you live in?

New England____(1) Middle Atlantic____(2) North

Central____(3) Southeastern____(4) Southwest____(5)

South Central____(6) Pacific Coast____(7)

Northwest____(8) Rocky Mountain States____(9)

Foreign____(10)

4. (Hand subject Card #1): Tell me which category on that card best answers the question.

A____(1) B____(2) C____(3) D____(4) E____(5)

F____(6) G____(7) H____(8)

5. In what part of the country do you plan to live when you're through with school and the armed services?

New England____(1) Middle Atlantic____(2) North

Central____(3) Southeastern____(4) Southwest____(5)

(Cont'd)

South Central____(6) Pacific Coast____(7)
Northwest____(8) Rocky Mountain States____(9)
Foreign____(10) DK____(11)

6. (Hand respondent card #2): Read the question on side one of that card and tell me which letter best approximates the answer:

A____(1) B____(2) C____(3) D____(4) E____(5)
F____(6) G____(7) H____(8) DK____(9)

7. Turn the card over and tell me which letter best approximates the answer to that question.

A____(1) B____(2) C____(3) D____(4) E____(5)
F____(6) G____(7) H____(8) DK____(9)

8. Are you on scholarship?

Yes____(1) No____(2)

Read to subject: "The next several questions concern your attitudes and preferences as a consumer."

9. How much would you say you spend per year, both here and at home, for items outside of strictly university expenses (i.e., room, board, tuition, and books)?

Under \$500____(1) 500-999____(2) 1,000-1,499____(3)
1,500-1,999____(4) 2,000-2,999____(5) 3,000-
3,999____(6) 4,000-4,999____(7) 5,000 or over____(8)
DK____(9)

10. Do you drive (i.e., know how to drive)?

Yes____(1) No____(2)

11. Do you have a car (not necessarily at school)? What make?

Buick____(1) Chevrolet____(2) Chrysler-DeSoto____(3)
Dodge-Plymouth____(4) Ford____(5) Foreign____(6)
Hudson-Nash____(7) Lincoln-Mercury____(8) Olds____(9)
Pontiac____(10) Studebaker-Packard____(11)
Doesn't have car____(12)

12. Do you have this car at school?

Yes____(1) No____(2)

*13. How many of the following do you own?...Suits?

None____(1) 1-2____(2) 3-4____(3) 5-6____(4)

7 or more____(5) DK____(6)

*14. Sport jackets?

None____(1) 1-2____(2) 3-4____(3) 5-6____(4)

7 or more____(5) DK____(6)

*15. Slacks (excluding suits)?

None____(1) 1-3____(2) 4-6____(3) 7-12____(4)

13-18____(5) 19 or more____(6) DK____(7)

*16. Shoes (pairs)?

1____(1) 2____(2) 3-4____(3) 5-6____(4)

7-8____(5) 9 or more____(6) DK____(7)

*17. Shirts (dress or sport, not T-shirts)?

1-3____(1) 4-6____(2) 7-12____(3) 13-18____(4)

19 or more____(5) DK____(6)

*18. Hats (dress)?

None____(1) 1____(2) 2____(3) 3____(4)

4 or more____(5) DK____(6)

*19. Ties?

None____(1) 1-5____(2) 6-10____(3) 11-20____(4)

21 or more____(5) DK____(6)

20. Do you have a radio at school? What make?

Has radio and knows make____(1) Has radio and doesn't

know make____(2) Doesn't have radio____(3)

21. Does your radio receive AM, FM, or both?

AM____(1) FM____(2) Both____(3) DK____(4)

22. Do you have a phonograph at school? What make?

Has phono and knows make____(1) Has phono and doesn't
know make____(2) Doesn't have phono____(3)

23. Do you have a TV set at school? What make?

Has TV and knows make____(1) Has TV and doesn't
know make____(2) Doesn't have TV____(3)

24. About how many records do you own? (Albums count multiple)

None____(1) 1-5____(2) 6-10____(3) 11-20____(4)
21-40____(5) 41 or more____(6) DK____(7)

25. Do you wear a wrist watch? What kind?

Benrus____(1) Bulova____(2) Elgin____(3)
Gruen____(4) Hamilton____(5) Longines____(6)
Movado____(7) Omega____(8) Wittnauer____(9)
Others____(10) Doesn't wear watch____(11)

26. Does your watch have a strap or metal band?

Cloth strap____(1) Leather strap____(2)
Metal band____(3) Doesn't wear watch____(4)

27. What kind of gasoline do you usually use in the car that
you drive?

Amoco____(1) Atlantic____(2) Calso____(3) Cities
Service____(4) Esso____(5) Gulf____(6)
Mobilgas____(7) Shell____(8) Texaco____(9)
Tydol____(10) Others____(11) Doesn't drive____(12)

28. About how many meals a week on the average do you eat in
commercial eating places outside regular university
facilities?

None____(1) 1-3____(2) 4-6____(3) 7-9____(4)
10 or more____(5) DK____(6)

29. Do you drink beer? What kind usually?

Ballantine____(1) Blatz____(2) Budweiser____(3)
Guinness____(4) Krueger____(5) Miller's____(6)
Pabst____(7) Rheingold____(8) Ruppert Knicker-
bocker____(9) Schaeffer____(10) Schlitz____(11)
Utica Club____(12) Others____(X1)
No preference____(X2) Doesn't drink beer____(X3)

30. Do you ever drink any of the following beers? (Read each)

Ballantine____(1) Blatz____(2) Budweiser____(3)
Guinness____(4) Krueger____(5) Miller's____(6)
Pabst____(7) Rheingold____(8) Ruppert Knicker-
bocker____(9) Schaeffer____(10) Schlitz____(11)
Utica Club____(12)

31. Do you smoke cigarettes? What brand at present?

Camels____(1) Chesterfield____(2) L & M____(3)
Lucky Strike____(4) Marlboro____(5) Old Gold____(6)
Pall Mall____(7) Philip Morris____(8) Tareyton____(9)
Winston____(10) Others____(11) Doesn't smoke
cigarettes____(12)

32. What brand did you smoke before your present brand?

Camels____(1) Chesterfield____(2) L & M____(3)
Lucky Strike____(4) Marlboro____(5) Old Gold____(6)
Pall Mall____(7) Philip Morris____(8) Tareyton____(9)
Winston____(10) Others____(11)

33. Have you changed brands within the last six months?

Yes____(1) No____(2)

*34. Do you smoke a pipe? What brand of tobacco usually?

Briggs____(1) Edgeworth____(2) Half & Half____(3)
Holiday____(4) Kentucky Club____(5) Old Briar____(6)

Prince Albert____(7) Revelation____(8) #79____(9)

Tweed____(10) Other____(11)

Doesn't smoke pipe____(12)

35. How many miles do you live from school?

0-25____(1) 26-50____(2) 51-100____(3) 101-

200____(4) 201-400____(5) 401-800____(6) 801-

1600____(7) 1601-3200____(8) 3201 or more____(9)

DK____(10)

36. How many times a year do you go home?

None____(1) 1____(2) 2____(3) 3-4____(4)

5-8____(5) 9-16____(6) 17 or more____(7) DK____(8)

37. How do you travel most often when you go home?

Car____(1) Bus____(2) Train____(3) Plane____(4)

Boat____(5) DK____(6)

38. Other than home, in what place do you most prefer to spend your vacations during the school year (excluding summer)?

California____(1) Canada____(2) Europe____(3)

Florida____(4) Latin America____(5) New England____(6)

New York City____(7) Southern States____(8) Western

States____(9) West Indies____(10) Others____(11)

No preference____(12)

39. Other than home, in what place do you most prefer to spend your vacations during the summer?

California____(1) Canada____(2) Europe____(3)

Florida____(4) Latin America____(5) New England____(6)

New York City____(7) Southern States____(8) Western

States____(9) West Indies____(10) Others____(11)

No preference____(12)

40. About how many times per month do you go to the movies?

None____(1) 1____(2) 2____(3) 3-4____(4)

5-8____(5) 9 or more____(6) DK____(7)

41. About how many weekends during the school year, outside of vacations, do you spend away from school?

None____(1) 1____(2) 2____(3) 3-4____(4)

5-8____(5) 9-12____(6) 13 or more____(7) DK____(8)

- *42. About how many of these weekends are spend at women's colleges?

None____(1) 1____(2) 2____(3) 3-4____(4)

5-8____(5) 9-12____(6) 13 or more____(7) DK____(8)

43. Do you occasionally stay in hotels? In what city usually?

New York____(1) Boston____(2) Philadelphia____(3)

Washington____(4) Others____(5)

Doesn't stay in hotels____(6)

44. Do you prefer a ball-point or regular pen?

Ball-point____(1) Regular____(2) No preference____(3)

45. What brand of pen do you prefer?

Cross____(1) Estebrook____(2) Eversharp____(3)

Parker____(4) Paper-Mate____(5) Shaffer____(6)

Waterman____(7) Wearever____(8) Other____(9)

No preference____(10)

46. What newspapers do you read at school? (If more than one, state one most read).

N.Y. Times____(1) N.Y. Herald-Tribune____(2) Other

N.Y. Papers____(3) Boston Globe____(4) Boston

Times-Herald____(5) Phila. Inquirer____(6) Phila.

Bulletin____(7) Home-town paper____(8) Other____(9)

Doesn't read newspaper____(10)

47. What national magazine do you read most often?

Collier's____(1) Holiday____(2) Life____(3)

Look____(4) Newsweek____(5) New Yorker____(6)

Post____(7) Readers Digest____(8) Time____(9)

Others____(10) No preference____(11)

Doesn't read magazines____(12)

*48. What brand of razor or shaver do you use?

Eversharp Shick____(1) Gem____(2) Gillette____(3)

Norelco____(4) Remington____(5) Ronson____(6)

Shick Electric____(7) Sunbeam____(8) Other safety

razors____(9) Other electric shavers____(10)

No preference____(11) Doesn't shave____(12)

*49. What type of razor blades do you use?

Gillette____(1) Marlin____(2) Pal____(3)

Personna____(4) Shick____(5) Silver Star____(6)

Others____(7) No preference____(8) Doesn't

use blades____(9)

*50. What type of shaving cream do you use?

Barbasol____(1) Colgate____(2) Gillette____(3)

Mennen____(4) Noxema____(5) Old Spice____(6)

Palmolive____(7) Rise____(8) Yardley____(9)

Other____(10) No preference____(11)

Doesn't use shaving cream____(12)

51. What brand of soap do you prefer?

Camay____(1) Cameo____(2) Cashmere Boquet____(3)

Dial____(4) Ivory____(5) Lifebuoy____(6) Lux____(7)

Palmolive____(8) Other____(9) No preference____(10)

52. What type of toothpaste do you prefer?

Ammident____(1) Chlorodent____(2) Pepsodent____(3)

Squibb____(4) Colgate____(5) Gleem____(6)

Ipana____(7) Kolynos____(8) Other____(9)

No preference____(10)

*53. What brand of shirt do you usually buy?

Arrow____(1) Excello____(2) Hathaway____(3)
Jayson____(4) Manhattan____(5) Van Heusen____(6)
Other____(7) No preference____(8)

*54. What kind of hat do you usually buy?

Cavanaugh____(1) Disney____(2) Dobbs____(3)
Lee____(4) Stetson____(5) Others____(6)
No preference____(7) Doesn't wear hat____(8)

55. Do you use a commercial laundry? (Including student agency)

Yes____(1) No____(2)

Read to subject: "The next several questions concern your attitudes and preferences toward radio and other media."

56. On the average, about how much time per week would you say you spend reading newspapers? (In hours)

0-1 hour____(1) 1-2____(2) 3-4____(3) 5-8____(4)
9-12____(5) 13 or more____(6) DK____(7)

57. On the average about how much time per week would you say you spend reading magazines? (In hours)

0-1 hour____(1) 1-2____(2) 3-4____(3) 5-8____(4)
9-12____(5) 13 or more____(6) DK____(7)

58. On the average, about how much time per week would you say you spend listening to the radio? (In hours)

0-1 hour____(1) 1-2____(2) 3-4____(3) 5-8____(4)
9-12____(5) 13-16____(6) 17-20____(7) 21-28____(8)
29 or more____(9) DK____(10)

59. About how much of this time are you listening to WXXX?

0-1 hour____(1) 1-2____(2) 3-4____(3) 5-8____(4)
9-12____(5) 13-16____(6) 17-20____(7) 21-28____(8)
29 or more____(9) DK____(10)

60. What type of program on WXXX do you listen to most?

Music____(1) News____(2) Sports____(3)

Others_____ (4) DK_____ (5)

61. What is your subjective opinion of WXXX from a listener's point of view? Excellent, good, fair, or poor?

Excellent_____ (1) Good_____ (2) Fair_____ (3)

Poor_____ (4) No opinion_____ (5)

62. Do you have any friends on the station? How many?

None_____ (1) 1_____ (2) 2-3_____ (3) 4-5_____ (4)

6 or more_____ (5) DK_____ (6)

63. Is it useful, or would it be useful to you to hear about job opportunities from various companies over WXXX?

Yes_____ (1) No_____ (2) DK_____ (3)

64. Do you think such announcements prompt you or would prompt you into going to see the campus representative for the company when he comes around?

Yes_____ (1) No_____ (2) DK_____ (3)

65. Do you ever listen to educational programs over WXXX? How often?

Often_____ (1) Occasionally_____ (2) Never_____ (3)

66. Give subject Card #3: Read the card and give me the information it asks for.

1-3_____ (1) 1-4_____ (2) 1-5_____ (3) 2-3_____ (4)

2-4_____ (5) 2-5_____ (6) No preference_____ (7)

67. Is there any of these you definitely dislike?

1-3_____ (1) 1-4_____ (2) 1-5_____ (3) 2-3_____ (4)

2-4_____ (5) 2-5_____ (6) Doesn't dislike any_____ (7)

68. What type of music do you most like to listen to: classical, semi-classical, popular, or jazz?

Classical_____ (1) Semi-classical_____ (2)

Popular_____ (3) Jazz_____ (4) No preference_____ (5)

69. Do you ever listen to sports broadcasts of home games over WXXX? How often?

Often_____ (1) Once in a while_____ (2) Never_____ (3)

70. Do you ever listen to away games over WXXX? How often?
Often____(1) Once in a while____(2) Never____(3)
71. Do you ever listen to WXXX between 7 and 9 A.M.?
How often?
Often____(1) Once in a while____(2) Never____(3)
72. What hour of the day do you most often listen to WXXX?
Morning____(1) Afternoon____(2) Early evening____(3)
Late evening____(4) DK____(5) Doesn't listen____(6)
73. Do you think WXXX as an advertising medium is quite
effective, fairly effective, or not at all effective?
Quite____(1) Fairly____(2) Not at all____(3)
DK____(4)
74. Do you ever have any trouble receiving WXXX? Often, or
just once in a while?
Often____(1) Once in a while____(2) Never____(3)
75. Have you ever received any printed matter from WXXX?
Yes____(1) No____(2) DK____(3)
76. Do you have any general comments to make about WXXX?
(Summarize below).

10. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

11. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

12. What kind of work do you do for your living?

Answer: (1) Office work, (2) Factory work, (3) Retail work, (4) Other.

13. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

14. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

15. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

16. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

17. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

18. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

19. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

20. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

21. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

22. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.

23. Do you ever have any trouble in getting your work done?

Answer: (1) Yes, (2) No, (3) Sometimes, (4) Never.